

Message Text

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PAGE 01 COPENH 01808 291133Z

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 USIA-15 MMO-04 /040 W

-----291921Z 022928 /46

R 290806Z MAR 77

FM AMEMBASSY COPENHAGEN

TO SECSTATE WASHDC 4171

INFO AMEMBASSY HELSINKI

AMEMBASSY OSLO

AMEMBASSY STOCKHOLM

UNCLAS COPENHAGEN 1808

E.O. 11652: N/A

TAGS: BEXP, DA

SUBJECT: CCP - PRELIMINARY FY 1979 INPUT

REF: STATE 44899

1. AS REQUESTED BY REFTTEL, THE EMBASSY PRESENTS BELOW ITS RECOMMENDATIONS FOR CAMPAIGNS AND SPECIAL POST ACTIVITIES IN FY 1979:

CAMPAIGN NO. 1, PRIORITY RANKING NO. 1: FOOD PROCESSING EQUIPMENT. FOOD PROCESSING IS DENMARK'S MOST IMPORTANT EXPORT INDUSTRY, AND AFTER A RELATIVE STANDSTILL, INVESTMENTS FOR NEW EQUIPMENT IN THIS SECTOR ARE EXPECTED TO INCREASE IN FY 1979, OFFERING EXCELLENT POTENTIAL FOR U.S. EXPORTS.

CAMPAIGN NO. 2, PRIORITY RANKING NO. 2: ELECTRONIC DATA PROCESSING EQUIPMENT (EDP) AND ELECTRONIC WORD PROCESSING EQUIPMENT (EWP). EDP IS A CCP-78 CAMPAIGN; A MARKET STUDY RECENTLY COMPLETED BY EMBASSY CONFIRMS GROWING SALES POTENTIAL FOR U.S. EQUIPMENT CONTINUING INTO 1979. EWP SALES ARE ALSO PICKING UP RAPIDLY, AND AS THESE TWO PRODUCT CATEGORIES SUPPLEMENT EACH OTHER IN A MAJOR PART OF THE MARKET, WE HAVE COMBINED
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THEM INTO ONE CAMPAIGN.

CAMPAIGN NO. 3, PRIORITY NO. 3: PACKAGING EQUIPMENT, MACHINERY, AND MATERIALS. THIS PRODUCT CATEGORY HAS PREVIOUSLY BEEN TIED IN WITH FOOD PROCESSING. HOWEVER, RECENT MARKET INFORMATION CONFIRMS A GROWING POTENTIAL NOT ONLY FOR FOOD PROCESSING PACKAGING, BUT FOR

PACKAGING EQUIPMENT, MACHINERY, AND MATERIALS FOR ALL DANISH INDUSTRY. AMERICAN EQUIPMENT IS WELL REGARDED. WE BELIEVE THE U.S. SHARE OF THE MARKET CAN BE IMPROVED BY MAKING THIS PRODUCT CATEGORY A CAMPAIGN ACTIVITY. PLEASE NOTE THAT CAMPAIGNS ONE AND THREE ARE TIED IN WITH LOCAL BELLA CENTER INTERNATIONAL TRADE FAIRS.

2. SPECIAL POST EFFORTS:

PRIORITY RANK4: NATURAL GAS TRANSMISSION AND DISTRIBUTION SYSTEMS AND EQUIPMENT. THE DANISH GOVERNMENT HAS PLANS TO SET UP A NATIONAL GAS NETWORK IN DENMARK. THESE PLANS ARE PENDING ANALYSIS OF DANISH NORTH SEA GAS DEPOSITS, AND THE POSSIBILITY OF ESTABLISHING A JOINT PROJECT WITH OTHER SCANDINAVIAN COUNTRIES. EMBASSY WILL FOLLOW DEVELOPMENTS CLOSELY AND REPORT WITH THE VIEW TO MAXIMIZING U.S. SALES OF EQUIPMENT AND MATERIALS.

PRIORITY RANK 5: SECURITY AND SAFETY SYSTEMS AND EQUIPMENT. THIS IS A CAMPAIGN ACTIVITY IN THE CCP-78; EXPORT OPPORTUNITIES ARE EXPECTED TO CONTINUE STRONGLY INTO FY-79. THE EMBASSY WILL CONTINUE WORK CARRIED OUT IN FY-78 TO SECURE MAXIMUM U.S. SHARE OF THIS INCREASING MARKET.

PRIORITY RANK 6: MAJOR PUBLIC WORKS PROJECTS: EMBASSY WILL STAY IN CLOSE CONTACT WITH DANISH GOVERNMENT OFFICIALS CONCERNING PLANNED MAJOR PROJECTS, AND BY UNCLASSIFIED

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ALERT REPORTING AIM AT SECURING MAXIMUM U.S. SHARE OF SUCH PROJECTS AS BRIDGE AND TUNNELS, AIRPORTS ON GREENLAND, FAEROE ISLANDS, AND IN DENMARK.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770107-0877
Format: TEL
From: COPENHAGEN
Handling Restrictions: n/a
Image Path:
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Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 44899
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 19-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2968928
Secure: OPEN
Status: NATIVE
Subject: CCP - PRELIMINARY FY 1979 INPUT
TAGS: BEXP, DA
To: STATE
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/b34ba1b0-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009